

## Original Paper

# Cognitive Absorption during Interaction with Short-Form Travel Videos and Its Influence on Users' Intentions to Travel

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### Abstract

*Short-form travel videos are gaining more attention from marketers and advertisers for their destination marketing effectiveness and value. However, few studies have explored how short-form travel videos influence people's destination visit intention in detail. On the other hand, in existing research on cognitive absorption, the exploration of the relationships between the internal sub-constructs of cognitive absorption remains in its early stages. This study aims to apply cognitive absorption theory to the context of short-form videos and destination research, attempting to explain the impact of short-form videos on users' intentions to visit destinations from the perspective of the deep engagement experienced by users during audiovisual interaction. Focusing on Chinese short-form video users, this study, through empirical research, reveals the path through which users' cognitive absorption experiences while watching short videos influence their travel-related behavioral intentions. Additionally, the study uncovers the internal hierarchical structure of cognitive absorption. These findings provide theoretical insights and practical implications for understanding user engagement and its impact on travel behavior.*

### Keywords

*Short-Form Video, Heightened Enjoyment, Cognitive Absorption, Destination Visit Intention*

## 1. Introduction

Tourists have always been particularly sensitive to the risks and uncertainties associated with travel (Roehl & Fesenmaier, 1992), especially after the long-term health crises, where negative factors such as anxiety still cause hesitation in their travel decision-making process (Shin, Nicolau, Kang, Sharma, & Lee, 2022). For the global tourism industry and destination-related sectors, finding ways to increase people's destination visit intention remains a sustained and essential issue.

To reduce the risks and uncertainties associated with travel decisions, people tend to collect

destination-related information before traveling, especially when assessing unfamiliar destinations (Luo & Lam, 2020). Among these tourism information, dynamic videos convey richer information and have emerged as one of the most effective methods of tourism information dissemination and destination promotion (Zhao, Shen, & Zhang, 2022; Zhou, Sotiriadis, & Shen, 2023). Short-form video services, in particular, have seen explosive growth over recent years. Short-form travel videos' effectiveness and value in destination marketing have been widely recognized, drawing increasing attention from marketers and advertisers (Tian et al., 2022). However, only a few studies have explored how short-form travel videos specifically influence people's destination visit intention (Gan et al., 2023).

Short-form videos are typically concise and easy to understand (Wang, 2020; Gan et al., 2023). Short video platforms often feature simple user interfaces, autoplay functions, and personalized content delivery (Zhao, 2021). These combined features optimize the interactive experience for short-form video users. By simply swiping upward, users receive continuous, personalized video content that precisely targets their potential interests (Zhao, 2021). In such a continuous interaction, short video services become a time sink, continuously fostering positive emotions among users, while also drawing them deeper into the entertainment experience and prompting them to spend more time interacting with the content (Zhao, 2021; Zhao & Wagner, 2022; Ghasemaghaei, 2020).

These characteristics closely align with the concept called temporal dissociation (a loss of awareness of time experienced when an individual is deeply absorbed in an activity), which is a sub-construct of cognitive absorption. Cognitive absorption is defined as a state of deep engagement and immersion during technology use (Agarwal & Karahanna, 2000). The concept of cognitive absorption has been initially and widely discussed in the field of Information Systems (IS) (Jumaan et al., 2020). In recent years, cognitive absorption has also been applied to studies on technology use in the tourism industry (e.g., Wendy Zhu & Morosan, 2014; Wei et al., 2019). Under continuous stimulation from content, users are more easily induced into a state of enjoyment, where high satisfaction or elevated expectations lead to an optimal engagement experience (Liu et al., 2022). Individuals in a state of cognitive absorption tend to adopt positive attitudes and behavioral intentions (e.g., destination visit intention) subconsciously (Saad é & Bahli, 2005; Lowry et al., 2012; Liu et al., 2022).

Understanding the framework of how this deep engagement state affects users' tourism psychology and behavioral intentions after interacting with short-form travel videos, as well as predicting users' subsequent tourism behavior, holds significant importance for destination marketing. Despite this, research on this topic remains scarce. Existing studies have the following research gaps.

First, the existing application of cognitive absorption theory within tourism is primarily associated with the use of emerging technologies, for example, the use of virtual reality in the tourism and hospitality industries (Wei et al., 2019; Kim & Hall, 2019). Although short-form travel videos are widely used and possess significant marketing effectiveness and practical value, research on cognitive absorption in the context of short-form videos is severely lacking. On the other hand, research focusing on the influence of short-form travel videos on users' travel psychology and destination-related behavioral intentions are

still in the developmental stage (Wang et al., 2022). While a few existing studies mention that destination-related short-form videos can stimulate travel intention (Du et al., 2020), particularly in enhancing destination awareness and engaging potential tourists before travel, few studies delve into the specific psychological and behavioral impacts of short-form travel videos from an immersive experience perspective (Zhou, Sotiriadis, & Shen, 2023).

Second, in examining existing cognitive absorption studies, sub-constructs of cognitive absorption are typically considered independent concepts without influence on each other. Only a few studies have touched upon the interrelationships between the internal structures of cognitive absorption (Baker et al., 2017; Lowry et al., 2012; Zhou, Sun, Ong, & Ito, 2023). A deeper understanding of these relationships may aid in explaining the formation of this deep engagement experience and its subsequent impacts.

To address these research gaps, this study aims to apply cognitive absorption theory to explain users' cognitive engagement and subsequent behavioral intention formation during their short-form video interactions. Through the findings, this study seeks to identify the internal structure of cognitive absorption and explore the impact of users' cognitive absorption experiences on their subsequent travel psychology when interacting with travel-related short videos. This research attempts to clarify the following research questions:

RQ1: How do the sub-constructs of cognitive absorption interact with each other in the context of short-form travel videos?

RQ2: What kind of roles do sub-constructs of cognitive absorption play in stimulating individuals' travel intentions?

## 2. Literature Review and Hypothesis Development

### 2.1 Cognitive Absorption and Its Sub-constructs

As first introduced in the information systems literature, the concept of cognitive absorption is defined as a subjective experience or optimal state of deep engagement that individuals experience when using technology (Agarwal & Karahanna, 2000). Cognitive absorption is considered an intrinsic motivation (Agarwal & Karahanna, 2000; Hou et al., 2018; Jumaan et al., 2020). Driven by this optimal state or experience of deep engagement, individuals enter a state of enjoyment and focus, which promotes their continued and repeated use of the technology (Agarwal & Karahanna, 2000; Guan et al., 2019; Guinaliu-Blasco et al., 2019; Ghasemaghaei, 2020; Hou et al., 2018; Saad é & Bahli, 2005).

In the information systems literature, cognitive absorption is primarily used to understand the state of engagement and immersion users experience when interacting with new technologies, as well as their intention to continue using such technologies (Agarwal & Karahanna, 2000). In recent years, cognitive absorption has also been applied to hospitality and tourism research, with studies focusing mainly on the use of emerging technologies such as virtual reality (Kim & Hall, 2019).

Cognitive absorption was generally defined as a complex multidimensional construct made up of five primary dimensions or substructures: curiosity, focused immersion, temporal dissociation, heightened

enjoyment, and control (Agarwal & Karahanna, 2000). Curiosity refers to the degree to which an individual's sensory and cognitive interest is activated by a task or behavior (Agarwal & Karahanna, 2000). Curiosity reflects an individual's pursuit of novel and unknown things, further motivating individuals to positively explore things (Guinaliu-Blasco et al., 2019). Previous research has demonstrated that when individuals experience curiosity about a particular technology, they are more likely to dedicate effort and become deeply immersed in its use (Agarwal & Karahanna, 2000; Baker et al., 2017; Csikszentmihalyi, 1990; Guinaliu-Blasco et al., 2019). Focused immersion describes a state of deep concentration where individuals become fully absorbed while performing a task (Guan et al., 2019). During this state, individuals' attention is fully focused on the task or activity that they unintentionally ignore other distractions (Agarwal & Karahanna, 2000; Baker et al., 2017; Guinaliu-Blasco et al., 2019; Pelet et al., 2017). Temporal dissociation refers to the subjective loss of awareness of time while individuals engaging in a particular activity at hand (Agarwal & Karahanna, 2000; Csikszentmihalyi, 1990; Guinaliu-Blasco et al., 2019). Individuals experiencing temporal dissociation may perceive time to pass much more quickly than it actually has (Guinaliu-Blasco et al., 2019). Temporal dissociation is closely related to the intense immersion focus individuals experience during interactions (Guinaliu-Blasco et al., 2019; Saadé & Bahli, 2005). Heightened enjoyment describes the intense pleasure, intrinsic interest, and sense of accomplishment that individuals feel during interactions (Agarwal & Karahanna, 2000; Baker et al., 2017; Guan et al., 2019). Enjoyment, as a key factor in promoting cognitive absorption, is recognized as capturing the entertainment aspects of interaction (Jumaan et al., 2020). Control refers to the degree of active control or mastery individuals feel over their interaction or behavior, which is considered an important precursor to the overall experience (Agarwal & Karahanna, 2000; Baker et al., 2017; Csikszentmihalyi, 1990; Guinaliu-Blasco et al., 2019; Mpinganjira, 2019). Since control demonstrates a lower correlation with the absorption state across all sub-constructs of cognitive absorption, some studies suggest that control should be recognized as a result of cognitive absorption rather than a dimension (Hou et al., 2018). On the other hand, the proposal of control as one of the dimensions of cognitive absorption was originally based on the context of software interaction in information systems (Agarwal & Karahanna, 2000). However, in the context of this study—watching short-form videos—users cannot interact with the video content in the same complex way as they do with software. Therefore, this study excludes "control" from the discussion of the sub-constructs of cognitive absorption.

Although there is a substantial body of research on cognitive absorption and its sub-constructs across various fields, only a few studies—such as Baker et al.'s (2017) research on business marketing simulations and Lowry et al.'s (2012) work on hedonic motivation systems—have focused on the interaction among these sub-constructs of cognitive absorption.

Existing research suggests that focused immersion, curiosity, and temporal dissociation should be classified as cognitive aspects within the sub-constructs of cognitive absorption; While heightened enjoyment has been identified as the only affective aspect among all the sub-constructs of cognitive

absorption, representing a pleasurable interactive experience (Agarwal & Karahanna, 2000; Mpinganjira, 2019; Wakefield & Whitten, 2006; Weniger & Loebbecke, 2011). As an exploratory study, this research hypothesizes that the cognitive aspects of cognitive absorption positively contribute to the affective aspect. Therefore, the following hypotheses are proposed.

*H1–H3: Curiosity (H1), focused immersion (H2), and temporal dissociation (H3) will increase the level of heightened enjoyment.*

Existing literature suggests that a high degree of curiosity helps individuals focus their attention, while boredom, on the other hand, can damage concentration (Lowry et al., 2012). Curiosity, as an intrinsic motivation, encourages individuals to invest more effort into the task or behavior at hand, which makes them more likely to be fully engaged in the activity (Baker et al., 2017). Furthermore, as mentioned earlier, when individuals focus intently on an activity, they may lose track of the passage of time during the interaction, experiencing time distortion (Agarwal & Karahanna, 2000; Lunardo & Ponsignon, 2020). Therefore, the following hypothesis is proposed.

*H4–H5. Curiosity fosters both focused immersion (H4) and temporal dissociation (H5).*

*H6. Focused immersion enhances temporal dissociation.*

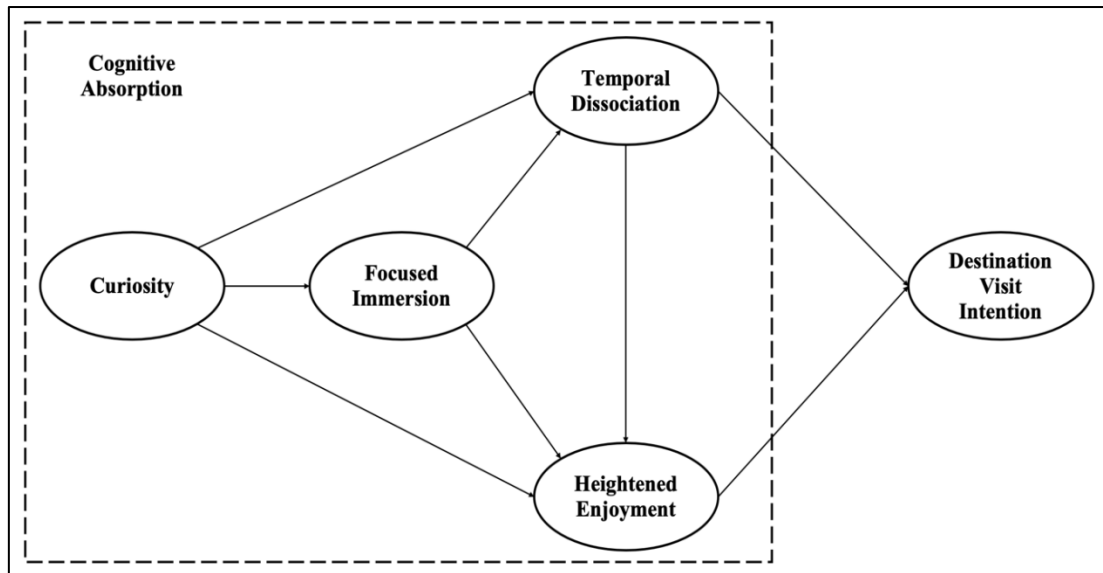
## *2.2 Impact of Temporal Dissociation and Heightened Enjoyment*

As an intrinsic motivator influencing individual behavior, cognitive absorption is believed to help minimize cognitive load and enhance perceived experiences during activities (Guan et al., 2019; Lowry et al., 2012). The positive experience of cognitive absorption continually influences the formation of individual attitudes, increases positive emotional responses and attitude formation towards tasks and behaviors, and thereby stimulates individual behavioral intentions (Agarwal & Karahanna, 2000; Jumaan et al., 2020; Mpinganjira, 2019).

Considering that heightened enjoyment and temporal dissociation represent the core concepts of the cognitive and affective aspects of cognitive absorption respectively, playing important roles in the formation of cognitive absorption (Hou et al., 2018; Wakefield & Whitten, 2006; Weniger & Loebbecke, 2011). This study posits that as the ultimate products of cognition and emotion in cognitive absorption, the higher the levels of heightened enjoyment and temporal dissociation, the more positive behavioral intentions individuals will develop (i.e., intentions to visit the destination featured in the video).

*H7–H8. Temporal dissociation (H7) and heightened enjoyment (H8) contribute favorably to destination visit intention.*

The research model was developed in alignment with the previously stated hypotheses, as illustrated in Figure 1.



**Figure 1. Research Model of This Study**

### 3. Methodology

All the measurement items listed in Table 1 were adapted from existing research and evaluated using a 7-point Likert scale. The 19 items related to the sub-constructs of cognitive absorption (focused immersion, heightened enjoyment, curiosity, and temporal dissociation) were sourced from Agarwal and Karahanna (2000) and Guan et al. (2019). The items measuring destination visit intention were based on research by Song et al. (2017), with four items included for each construct. In addition to the reverse-worded questions within the measurement items, this study also incorporated attention-check questions to reduce the risk of inattentive or invalid responses, thereby improving overall data quality. All the measurement items were back-translated and reviewed by two bilingual experts fluent in both English and Chinese.

**Table 1. Measurement Items of the Questionnaire**

Constructs and items	<i>Loading</i>	<i>Mean</i>	<i>Standard deviation</i>
<b>Curiosity</b>			
Watching the SFTV excited my curiosity.	0.818	6.009	0.744
Watching the SFTV made me curious.	0.875	5.564	0.942
Watching the SFTV aroused my imagination.	0.859	5.346	1.081
<b>Focused Immersion</b>			
You were able to block out most other distractions when watching the SFTV.	0.772	5.365	0.834
You were absorbed in watching the SFTV.	0.813	5.873	0.867

You were immersed in watching the SFTV.	0.721	5.825	0.833
You got distracted by other attention very easily when watching the SFTV (R).	0.830	5.565	0.976
My attention did not get diverted very easily when watching the SFTV.	0.808	5.446	0.965
<b>Temporal Dissociation</b>			
Time appeared to go by very quickly when watching the SFTV.	0.772	5.705	0.931
You lost track of time when watching the SFTV.	0.776	4.689	1.265
Time flew by when watching the SFTV.	0.810	5.263	1.164
When watching the SFTV, you ended up spending more time than I had planned.	0.785	5.300	1.205
You spent more time watching the SFTV than I had intended.	0.811	5.322	1.191
<b>Heightened Enjoyment</b>			
You had fun watching the SFTV.	0.767	5.924	0.758
Watching the SFTV provided you with a lot of enjoyment.	0.728	6.004	0.787
You enjoyed watching the SFTV.	0.727	5.906	0.803
Watching the SFTV bored you (R).	0.740	6.057	0.772
You thought the SFTV were interesting.	0.717	5.746	0.744
You would love to watch the SFTV.	0.744	5.864	0.772
<b>Destination visit intention</b>			
You plan to travel to the destinations appeared in the SFTV in the near future.	0.865	5.934	0.967
You will make an effort to travel to the destinations appeared in the SFTV in the near future.	0.835	5.958	0.942
You have an intention to travel to the destinations appeared in the SFTV in the near future.	0.833	6.127	0.890
You are willing to travel to the destinations appeared in the SFTV in the near future.	0.812	6.160	0.851

*Note.* (R): reverse-worded questions. SFTV: short-form travel video.

An online survey was conducted in 2024 in mainland China, with 580 participants recruited via an online marketing research platform called Credamo (www.credamo.com). After eliminating responses that were deemed inconsistent or of low quality—based on checks for reverse-worded and attention-filter questions—a total of 543 valid responses remained. Additionally, all participants were required to answer screening and attention-check questions to ensure that they had watched at least one short-form travel video within the month prior to the survey and had completed the questionnaire attentively.

As this research is exploratory and involves a complex structural model with multiple constructs (Hair

et al., 2019), this research follows the approach of many previous studies related to cognitive absorption, that is, using PLS-SEM (Partial Least Squares Structural Equation Modelling) for evaluating research models. The analysis involved applying the PLS algorithm along with bootstrapping techniques (based on 5000 subsamples) to calculate path coefficients, evaluate the structural model, and test the hypotheses.

## 4. Results

### 4.1 Descriptive Statistics

The characteristics of the respondents are outlined in Table 2. The gender distribution is nearly equal, with 274 males and 269 females, a ratio of approximately 1:1. The sample includes people from various generational groups, with Generation Z and Millennials making up the majority. This aligns with the fact that these two generations form the largest segment of short-form video users in China and are key players in the travel market, frequently turning to social media for destination research and trip planning (Zhou, Sotiriadis, & Shen, 2023). Furthermore, the sample covers a broad spectrum of professions, including students, corporate employees, and other occupational categories.

**Table 2. Attributes of Respondents (N = 543)**

Characteristics		Frequency	Percentage
Gender	Male	274	50.46%
	Female	269	49.54%
Age	18 - 25 (Generation Z)	249	45.86%
	26 - 41 (Millennials)	263	48.43%
	Higher than or equal 42 (Others)	31	5.71%
Occupation	Students	150	27.62%
	Enterprises staff	292	53.78%
	Administrative institutions staff	68	12.52%
	Self-employed / Freelance	22	4.05%
	Unemployed	2	0.37%
	Others	9	1.66%

### 4.2 Evaluation of the Measurement Model

In evaluating the reliability and validity of the measurement model, as detailed in Table 3, Cronbach's alpha values for all constructs range between 0.809 and 0.943, which surpasses the recommended threshold of 0.7. This indicates adequate internal consistency among the variables (Hair et al., 2011). Additionally, the composite reliability (CR) values are all above 0.7, while the average variance extracted (AVE) values exceed 0.5, supporting the reliability and validity of the constructs (Hair et al.,

2014).

Discriminant validity was also confirmed, as all heterotrait-monotrait ratio (HTMT) results are below 0.85, meeting the HTMT.85 criterion (Henseler et al., 2015), which indicates that the constructs exhibit satisfactory discriminant validity. Furthermore, the variance inflation factor (VIF) values for all constructs within the inner model are less than 3.3, which implies there are no multicollinearity concerns (Hair et al., 2011), and the model is free from common method bias (Kock, 2015).

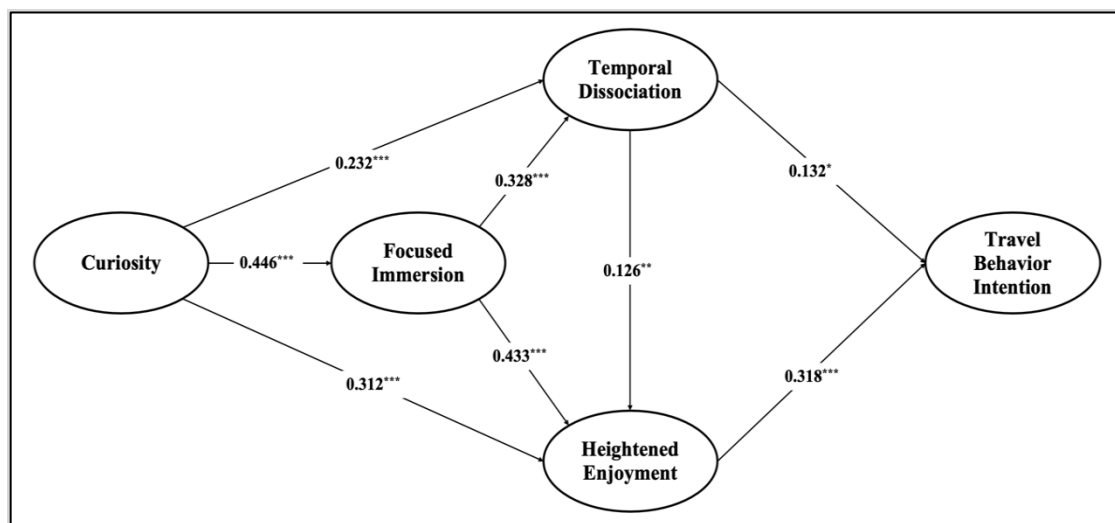
**Table 3. Reliability and Validity of the Measurement Model**

Constructs	$\alpha$	CR	AVE	HTMT.85				
				CU	FI	TD	HE	DVI
CU	0.809	0.887	0.724	-	-	-	-	-
FI	0.848	0.892	0.624	0.536	-	-	-	-
TD	0.851	0.893	0.626	0.450	0.499	-	-	-
HE	0.832	0.877	0.544	0.674	0.744	0.500	-	-
DVI	0.857	0.903	0.700	0.269	0.296	0.307	0.442	-

*Note.* CU = Curiosity, FI = Focused Immersion, TD = Temporal Dissociation, HE = Heightened Enjoyment, DVI = Destination visit intention,  $\alpha$  = Cronbach's  $\alpha$ , CR = Composite reliability, AVE = Average variance extracted.

#### 4.3 Structural Model and Hypotheses Testing

The outcomes of the PLS-SEM analysis, along with the validation of the hypotheses, are presented in Figure 2 and Table 4. All hypotheses are supported by the results of structural equation modeling.



**Figure 2. Structure Model with PLS-SEM Results**

*Note.* \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$ , ns = non-significant.

As displayed in Table 4, the adjusted R square values are as follows: 19.7% for focused immersion, 22.7% for temporal dissociation, 49.5% for heightened enjoyment, and 15.2% for destination visit intention. According to the suggestion from Cohen (1988), R square values of 0.0196, 0.13, and 0.26 are categorized as demonstrating weak, moderate, and substantial explanatory power, respectively. The results of this study show that the exogenous variables exhibit moderate explanatory power for all endogenous variables. Regarding the effect size, the f square values exceed the threshold, falling within the acceptable range of small to large effect sizes, indicating appropriate predictive power (Khalilzadeh & Tasci, 2017).

Furthermore, Stone-Geisser's Q square values were calculated by using the Blindfolding technique with an omission distance of 7, are above zero, ranging from 0.105 to 0.267, suggesting that the structural model possesses adequate predictive relevance for the relationships between exogenous and endogenous variables (Hair et al., 2011). Lastly, the standardized root mean square residual score (0.059) falls below the recommended threshold of 0.08, indicating a satisfactory overall model fit (Hu & Bentler, 1998).

**Table 4. Results of Path Coefficient Significance**

Hypothesis	$\beta$	$T$ statistics ( $ O/STDEV $ )	$P$ values	95% C.I.		$f^2$	Result
				2.50%	97.50%		
H1. CU $\rightarrow$ HE	0.312	6.910	0.000	0.224	0.402	0.147	Supported
H2. FI $\rightarrow$ HE	0.433	10.285	0.000	0.350	0.515	0.270	Supported
H3. TD $\rightarrow$ HE	0.126	2.817	0.005	0.041	0.212	0.024	Supported
H4. CU $\rightarrow$ FI	0.446	10.226	0.000	0.355	0.525	0.248	Supported
H5. CU $\rightarrow$ TD	0.232	4.282	0.000	0.118	0.330	0.056	Supported
H6. FI $\rightarrow$ TD	0.328	7.097	0.000	0.230	0.414	0.112	Supported
H7. TD $\rightarrow$ DVI	0.132	2.441	0.015	0.024	0.237	0.017	Supported
H8. HE $\rightarrow$ DVI	0.318	5.689	0.000	0.202	0.420	0.098	Supported
R-square adjusted							
CU			-				
FI			0.197				
TD			0.227				
HE			0.495				
DVI			0.152				

Note.  $\beta$  = Standardized regression weight.  $f^2$  = effect sizes. CU = Curiosity, FI = Focused Immersion, TD = Temporal Dissociation, HE = Heightened Enjoyment, DVI = Destination visit intention.

## 5. Discussion and Conclusion

### 5.1 The Internal Hierarchical Structure of Cognitive Absorption

In existing research related to cognitive absorption, its sub-constructs are usually treated as independent and separate concepts that do not influence each other. However, the results of this study reveal that sub-constructs of cognitive absorption are interconnected, forming a hierarchical structure. This finding is partially supported by Baker et al. (2017) and Lowry et al. (2012).

While cognitive absorption is typically defined as a highly engagement state, the results of this study indicate that it should be more accurately defined as a progressive process or degree of engagement. Specifically, among the various sub-constructs of cognitive absorption, curiosity plays a crucial triggering role. The entire process of cognitive absorption is initiated by curiosity, with focused immersion and temporal dissociation serving as mediators, ultimately leading to heightened enjoyment. In the initial stage of an individual's exposure to short-form video content, curiosity drives them to be attracted to the content, prompting them to allocate more attentional resources, which deepens their level of focus. When curiosity is highly stimulated, individuals filter out all surrounding distractions, becoming fully absorbed in the audiovisual experience. Furthermore, when immersed in the video content, individuals enter a state of self-forgetfulness, losing track of time, and reaching a state of heightened enjoyment.

These findings are reasonable considering the context of this study, short-form video services. Information overload and users' content consumption habits by using fragment time mean that individuals demand more from the information on short video platforms and have lower tolerance for content that does not meet their expectations. Users tend to maximize their entertainment experience within a limited fragmented time. Therefore, whether a short-form video can evoke curiosity becomes the key prerequisite for capturing attention and encouraging the completion of the video watching, which ultimately determines the success of short video marketing. These findings also answered the first research question of this study.

### 5.2 Heightened Enjoyment as "Output" and "Bridge"

In the findings related to the internal hierarchical structure of cognitive absorption, this study validated that heightened enjoyment is the "output" of cognitive absorption and serves as a key structure connecting the cognitive aspects of cognitive absorption with users' psychological responses. Specifically, the results reveal that within the internal structure of cognitive absorption, all the other sub-constructs ultimately point towards heightened enjoyment, confirming our previous hypothesis that the emotional component of cognitive absorption is influenced by its cognitive component.

On the other hand, among all the sub-constructs of cognitive absorption, both the concepts of heightened enjoyment and temporal dissociation can stimulate users' destination travel intentions. However, based on the path coefficients, heightened enjoyment demonstrates a stronger influence in increasing users' intentions to visit destinations. Through the results of post-hoc analysis, heightened enjoyment has been confirmed to play a mediating role in the effect of temporal dissociation on users' destination visit intentions. Heightened enjoyment is not only the "outcome" of cognitive absorption

but also a critical "bridge" through which cognitive absorption influences users' subsequent behavior intention. This answers the second research question of this study.

## **6. Implications and Limitations**

### *6.1 Theoretical Implications*

Despite the high marketing value of short-form travel videos, related research is still in its early stages. Existing studies rarely analyze the impact of short-form travel videos on individual and subsequent behavioral intentions from the perspective of cognitive interaction and deep engagement. This study examines the role of cognitive absorption in influencing the behavioral intentions of short-form travel video users after the interaction by introducing cognitive absorption theory into the context of short-form videos and tourism studies. This research supplements the application of cognitive absorption theory in the tourism field and fills the gap in cognitive absorption research in the short-form video research field.

On the other hand, since its introduction, cognitive absorption has been defined as a second-order concept with multiple dimensions or sub-constructs. The interactions between dimensions/sub-structures are intriguing, yet few studies have conducted in-depth discussions and empirical verification on the causal relationships between cognitive absorption sub-structures. Based on the context of short-form videos and destination-related content, this study explores the mutual influences between the internal structures of cognitive absorption. The results of this study enrich the existing research framework of cognitive absorption and expand the application of cognitive absorption theory in mixed or hedonic motivation systems led by short-form videos.

### *6.2 Practical Implications*

Overall, the results of this study may help destination practitioners better understand the mechanisms by which users' interaction with destination-related short video content affects their travel-related psychology.

This study suggests that destination practitioners should place great emphasis on the users' cognitive absorption experience during their audiovisual interaction. Specifically, we recommend that destination marketers pay close attention to the importance of sparking curiosity and creating a sense of entertainment.

The results of this study reveal that curiosity acts as a key trigger, playing a crucial role in initiating other substructures of cognitive absorption. In particular, a high level of curiosity can effectively immerse individuals in the video content, leading to greater hedonic perception, suppressing the formation of negative emotions, and actively promoting travel behavioral intentions. We suggest that destination practitioners should strengthen collaborations with short-form video creators to produce engaging video content that enhances users' sense of curiosity. Furthermore, destination marketers should also fully utilize the entertainment-driven nature of short-form video platforms to provide the greatest conditions for users' enjoyment perception, thereby inducing positive attitudes toward travel

and stimulating their intentions to travel.

### 6.3 Limitations and Future Research

Limited by the context of this research, this study was not able to discuss the concept of “control” when exploring the influential structure of cognitive absorption sub-constructs. It is undeniable that an individual's sense of domination (control) over an interaction may play a crucial role in one's cognitive absorption experience. It is recommended that in future studies of cognitive absorption, researchers should seek research contexts that can include all sub-constructs of cognitive absorption so as to thoroughly investigate the interactions between all five sub-constructs of cognitive absorption.

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